

Weekly Newsletter 213

Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals

PR TIME
Reputation Today
#RTPRIMETIME

The Social Media Influence of Communicators

Speakers: Girish Balaraman, Melissa Arulappan, Minal Shah, Rohan Vyas, Sylvia Mehta

Thursday, 16th September 2021
8:30 pm to 7:30 pm (IST)

Free sign up
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Research is not only the first step but also a vital one before one starts putting together a campaign idea. It is one of the key steps to achieve the desired goal through a campaign or communication programme.

- Meenakshi Gambhir

What does it take to design a successful PR campaign

“Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad” – Richard...

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Given the current scenario of dominance of social media and convergence, journalism training requires a serious relook. Media houses, media schools and universities play an important part in this social transformation.

- Prof (Dr) Mahul Brahma

Evolution of media studies in the age of platform-agnostic convergent journalism

While the economy is becoming more and more dependent on platforms, media or journalism, on the other...

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How to target the pitch?

Media relations being one of the most important parts of our profession today, is equally intriguing and...

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My favorite teacher came calling

As I entered the dark alley around the corner, I could hear footsteps behind me. Too close, they were too close, I...

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Will the Mumbai Climate Action Plan save the city?

Last week, Mumbai launched a climate action plan. One of the biggest cities from India and even South Asi...

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Our fingerprints don't fade from the lives we touch.

Robert Putnam

Fingerprints always tell a story

“Our fingerprints don't fade from the lives we touch” ...a quote I found on Facebook circa September 2012, wa...

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Of Barack Obama, LSD and Internal Communications

(Let me start with a disclaimer. The LSD in the title of this piece is not what you are assumingJ.) The finest...

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Our fingerprints don't fade from the lives we touch.

Robert Putnam

Straight Talk with Melissa Arulappan

Melissa Arulappan, Head, Corporate Communications, IQVIA India speaks to Sameera Fernandes about her...

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CommSPEAK
with AMITH PRABHU

ATUL AHLUWALIA
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Atul Ahluwalia in conversation with Amith Prabhu #CommSPEAK

Atul Ahluwalia, is the Founding Partner of First Partners, a premier communications consultancy which...

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